

107

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

$$\frac{5}{2}x$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	WAKE UP	:30	\$600.00	09/12-09/14	2	1	2	\$1,200.00	
		Buyline Comment: WAKE UP										
	2	M-F	5A-6A	WAKE UP	:30	\$600.00	09/17-09/21	3	1	3	\$1,800.00	
		Buyline Comment: WAKE UP										
	3	M-TU	5A-6A	WAKE UP	:30	\$600.00	09/24-09/25	1	1	1	\$600.00	
		Buyline Comment: WAKE UP										
	4	W-F	6A-7A	WAKE UP	:30	\$1,000.00	09/12-09/14	2	1	2	\$2,000.00	
		Buyline Comment: WAKE UP										
	5	M-F	6A-7A	WAKE UP	:30	\$1,000.00	09/17-09/21	3	1	3	\$3,000.00	
		Buyline Comment: WAKE UP										
	6	M-TU	6A-7A	WAKE UP	:30	\$1,000.00	09/24-09/25	1	1	1	\$1,000.00	
		Buyline Comment: WAKE UP										
	7	W-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/12-09/14	2	1	2	\$3,000.00	
		Buyline Comment: TODAY SHOW										
	8	M-F	7A-9A	TODAY SHOW	:30	\$1,500.00	09/17-09/21	3	1	3	\$4,500.00	
		Buyline Comment: TODAY SHOW										
	9	M-TU	7A-9A	TODAY SHOW	:30	\$1,500.00	09/24-09/25	1	1	1	\$1,500.00	
		Buyline Comment: TODAY SHOW										
	10	W-F	9A-10A	TODAY SHOW II	:30	\$900.00	09/12-09/14	2	1	2	\$1,800.00	
		Buyline Comment: TODAY SHOW II										

Rep Order# 6849036 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 106190

Printed: 09/04/2012 10:37 AM
Last Received: 08/31/2012 12:20 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () AFSCME
Product AFSCME
Estimate#
Buyer LISA CABANEL
Phone#
Fax#

Agency () CAMPAIGN GROUP
1600 LOCUST ST
PHILADELPHIA, PA 19102
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/25/2012
Hiatus Weeks

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11	M-F	9A-10A	TODAY SHOW II	:30	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
			Buyline Comment: TODAY SHOW II								
12	M-TU	9A-10A	TODAY SHOW II	:30	\$900.00	09/24-09/25	1	1	1	\$900.00	
			Buyline Comment: TODAY SHOW II								
13	W-F	10A-11A	TODAY SHOW III	:30	\$450.00	09/12-09/14	2	1	2	\$900.00	
			Buyline Comment: TODAY SHOW III								
14	M-F	10A-11A	TODAY SHOW III	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
			Buyline Comment: TODAY SHOW III								
15	M-TU	10A-11A	TODAY SHOW III	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
			Buyline Comment: TODAY SHOW III								
16	W-F	11A-12P	RACHEL RAY	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
			Buyline Comment: RACHEL RAY								
17	M-F	11A-12P	RACHEL RAY	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
			Buyline Comment: RACHEL RAY								
18	M-TU	11A-12P	RACHEL RAY	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
			Buyline Comment: RACHEL RAY								
19	W-F	12P-1230P	NEWS	:30	\$425.00	09/12-09/14	2	1	2	\$850.00	
			Buyline Comment: NEWS								
20	M-F	12P-1230P	NEWS	:30	\$425.00	09/17-09/21	3	1	3	\$1,275.00	
			Buyline Comment: NEWS								
21	M-TU	12P-1230P	NEWS	:30	\$425.00	09/24-09/25	1	1	1	\$425.00	
			Buyline Comment: NEWS								

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	22	W-F	1230P-1P	NEWS	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
	Buyline Comment: NEWS											
	23	M-F	1230P-1P	NEWS	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
	Buyline Comment: NEWS											
	24	M-TU	1230P-1P	NEWS	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
	Buyline Comment: NEWS											
	25	W-F	2P-3P	DRS	:30	\$325.00	09/12-09/14	2	1	2	\$650.00	
	Buyline Comment: DRS											
	26	M-F	2P-3P	DRS	:30	\$325.00	09/17-09/21	3	1	3	\$975.00	
	Buyline Comment: DRS											
	27	M-TU	2P-3P	DRS	:30	\$325.00	09/24-09/25	1	1	1	\$325.00	
	Buyline Comment: DRS											
	28	W-F	3P-4P	DR. PHIL	:30	\$450.00	09/12-09/14	2	1	2	\$900.00	
	Buyline Comment: DR. PHIL											
	29	M-F	3P-4P	DR. PHIL	:30	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
	Buyline Comment: DR. PHIL											
	30	M-TU	3P-4P	DR. PHIL	:30	\$450.00	09/24-09/25	1	1	1	\$450.00	
	Buyline Comment: DR. PHIL											
	31	W-F	4P-5P	NEWS	:30	\$700.00	09/12-09/14	2	1	2	\$1,400.00	
	Buyline Comment: NEWS											
	32	M-F	4P-5P	NEWS	:30	\$700.00	09/17-09/21	3	1	3	\$2,100.00	
	Buyline Comment: NEWS											

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Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Line	Day	Time	Duration	Rate	Start Date	End Date	Spots	Cost	Total
33	M-TU	4P-5P	:30	\$700.00	09/24-09/25		1	1	\$700.00
Buyline Comment: NEWS									
34	W-F	5P-630P	:30	\$1,200.00	09/12-09/14		2	1	\$2,400.00
Buyline Comment: NEWS									
35	M-F	5P-630P	:30	\$1,200.00	09/17-09/21		3	1	\$3,600.00
Buyline Comment: NEWS									
36	M-TU	5P-630P	:30	\$1,200.00	09/24-09/25		1	1	\$1,200.00
Buyline Comment: NEWS									
37	SU	830P-930P	:30	\$1,800.00	09/16-09/23		1	2	\$3,600.00
Buyline Comment: NEWS									
38	W-F	7P-730P	:30	\$1,300.00	09/12-09/14		3	1	\$3,900.00
Buyline Comment: WHEEL									
39	M-F	7P-730P	:30	\$1,300.00	09/17-09/21		4	1	\$5,200.00
Buyline Comment: WHEEL									
40	M-TU	7P-730P	:30	\$1,300.00	09/24-09/25		1	1	\$1,300.00
Buyline Comment: WHEEL									
41	W-F	730P-8P	:30	\$1,000.00	09/12-09/14		2	1	\$2,000.00
Buyline Comment: FACE TO FACE									
42	M-F	730P-8P	:30	\$1,000.00	09/17-09/21		3	1	\$3,000.00
Buyline Comment: FACE TO FACE									
43	M-TU	730P-8P	:30	\$1,000.00	09/24-09/25		1	1	\$1,000.00
Buyline Comment: FACE TO FACE									

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	44	SA	7P-730P	WHEEL	:30	\$500.00	09/15-09/22	1	2	2	\$1,000.00	
				Buyline Comment: WHEEL								
	45	SA	730P-8P	VEGAS	:30	\$375.00	09/15-09/22	1	2	2	\$750.00	
				Buyline Comment: VEGAS								
	46	TU	9P-10P	GO/NORMAL	:30	\$2,600.00	09/18-09/18	1	1	1	\$2,600.00	
				Buyline Comment: GO/NORMAL								
	47	W	9P-10P	AGT	:30	\$4,000.00	09/12-09/12	1	1	1	\$4,000.00	
				Buyline Comment: AGT								
	48	W	9P-11P	LAW & ORDER:SVU	:30	\$3,200.00	09/19-09/19	1	1	1	\$3,200.00	
				Buyline Comment: LAW & ORDER:SVU								
	49	W-F	11P-1135P	NEWS	:30	\$1,200.00	09/12-09/14	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
	50	M-F	11P-1135P	NEWS	:30	\$1,200.00	09/17-09/21	3	1	3	\$3,600.00	
				Buyline Comment: NEWS								
	51	M-TU	11P-1135P	NEWS	:30	\$1,200.00	09/24-09/25	1	1	1	\$1,200.00	
				Buyline Comment: NEWS								
	52	W-F	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00	
				Buyline Comment: TONIGHT SHOW								
	53	M-F	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/17-09/21	5	1	5	\$3,750.00	
				Buyline Comment: TONIGHT SHOW								
	54	M-TU	1135P-1235A	TONIGHT SHOW	:30	\$750.00	09/24-09/25	2	1	2	\$1,500.00	
				Buyline Comment: TONIGHT SHOW								

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	55	W-F	1235A-135A	Buyline Comment: LATE NIGHT	:30	\$425.00	09/12-09/14	3	1	3	\$1,275.00	
	56	M-F	1235A-135A	Buyline Comment: LATE NIGHT	:30	\$425.00	09/17-09/21	5	1	5	\$2,125.00	
	57	M-TU	1235A-135A	Buyline Comment: LATE NIGHT	:30	\$425.00	09/24-09/25	2	1	2	\$850.00	

---REPORT TOTALS---
 Report Totals: 121 / \$99,700.00

---SALES MONTHLY TOTALS---

Sep 12: 121 / \$99,700.00
 Sales Totals: 121 / \$99,700.00
 Station Totals: 121 / \$99,700.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$453,182	CATV 0%	KBIR 0%	KINC 0%	KLAS 28%	KSNV 22%
		KTNV 12%	KTUD 0%	KVCW 2%	KVMY 1%	KVVU 35%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 SHARES ESTIMATED

Books NOV12
 Demos RA35+

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-- CREDIT RISK --
INSUFFICIENT INFO FOR CREDIT ASSESSMENT